
Historic Preservation Commission
100 East Fountain St.
Dodgeville, WI 53533

8/29/2023

Greetings:

We are hoping to install (3) new sets of channel letters and an 8" tall canopy stripe. The current canopy has vinyl letters and stripe which will be removed for new fascia panels. (The fascia is to be done by another company). The purpose of the new stripe and letters is to bring the canopy in to Kwik Trip's branding.

The channel letters will have a red acrylic face, red plastic trim cap, and red, aluminum returns. LED lighting will also be red, and will be internal with the letters. The set will have mounting patterns to ensure evenness and each letter has 3-4 screws to mount to the canopy. Holes that are drilled will have a layer of silicon surrounding them so no water leaks into the canopy fascia.

The canopy stripe will have a red, acrylic face, with red aluminum returns and retainers. The LEDs will also be internal and red, and the stripe will be mounted with screws in the same manner to the channel letters.

Please refer to the existing photos and the proposed artwork for more clarity on the changes to be made to the canopy. I am available for any questions or concerns you may have about the new canopy and stripe construction.

Thank you for your consideration,

Kelly J Voegele, MBA
Project Manager
Kelly.voegele@lacrossesign.com
608-790-9721

Attachments: Historic Preservation Application, Site Plan, Existing Photos, proposed artwork, channel letter designs

City of Dodgeville, Wisconsin
Historic Preservation Commission

Application for Certificate
of Appropriateness

Reference Chapter 16A

100 East Fountain Street
Dodgeville, WI 53533

Ann Fillback-Watt, Chair
Phone: 608-512-5303
Email: fillbackwatt@gmail.com

FOR COMMISSION USE ONLY

Chair's Signature: _____

Date Received: _____

Certificate Number: _____

Commission Action:

Approved

Disapproved

Date Action Taken: _____

Applicant

Name: La Crosse Sign Group- Kelly Voegele

Address: 1450 Oak Forest Dr. Onalaska, WI 54650

Telephone: 608-781-1450 Email kelly.voegele@lacrossesign.com

Owner (if other than applicant)

Name: Kwik Trip, Inc. Store #765

Address: 115 S Iowa St. Dodgeville, WI

Telephone: 608-793-5522 Email rhansen@kwiktrip.com

Designations

Historic District:

Downtown

Strong-Jones District

Other:

Old Rock School

Col. Stevens House

Slag Furnace

Peter Spang House

Mining Cabin

Historic Register:

City

State

National

N/A

Nature of Improvement (check all that apply)

Adaptive

Alteration

Conservation

Demolition

New Construction

Rehabilitation

Restoration

Stabilization

Synopsis of project (one sentence):

Installing new, lit 8" tall canopy stripe and (3) sets 18" channel letters.

Two completed copies of this application must be submitted, along with the following: 1) a detailed description of **EACH** modification and/or improvement; 2) an exact description of all materials being used and the method of application or installation; and 3) include as many of the following as is practicable.

Photographs

Sketches/Renderings

Plans

Specifications

Sample Materials

Other: _____

As the owner or authorized agent of the owner(s) of the property that is the subject of this application, I declare that the statements herein and the attached exhibits present the information required for this application to the best of my ability, and that the facts, statements, and information presented are true and correct to the best of my knowledge and belief.

Kelly J Voegele
Signature

12/29/2023

Estimated Project Completion Date

***** THIS CERTIFICATE MUST BE POSTED, ALONG WITH THE BUILDING PERMIT, AT THE CONSTRUCTION SITE *****

Selected Definitions

"Adaptive use" means the restrained alteration of a historical or architectural resource to accommodate uses for which the resource was not originally constructed but in such a way so as to maintain the general historical and architectural character.

"Conservation" means the sustained use and appearance of a resource essentially in its existing state.

"Rehabilitation" means the process of returning a historical or architectural resource to a state of efficiency or soundness by repair or alteration designed to encourage its continued use but without noticeable changing of the resource's exterior appearance.

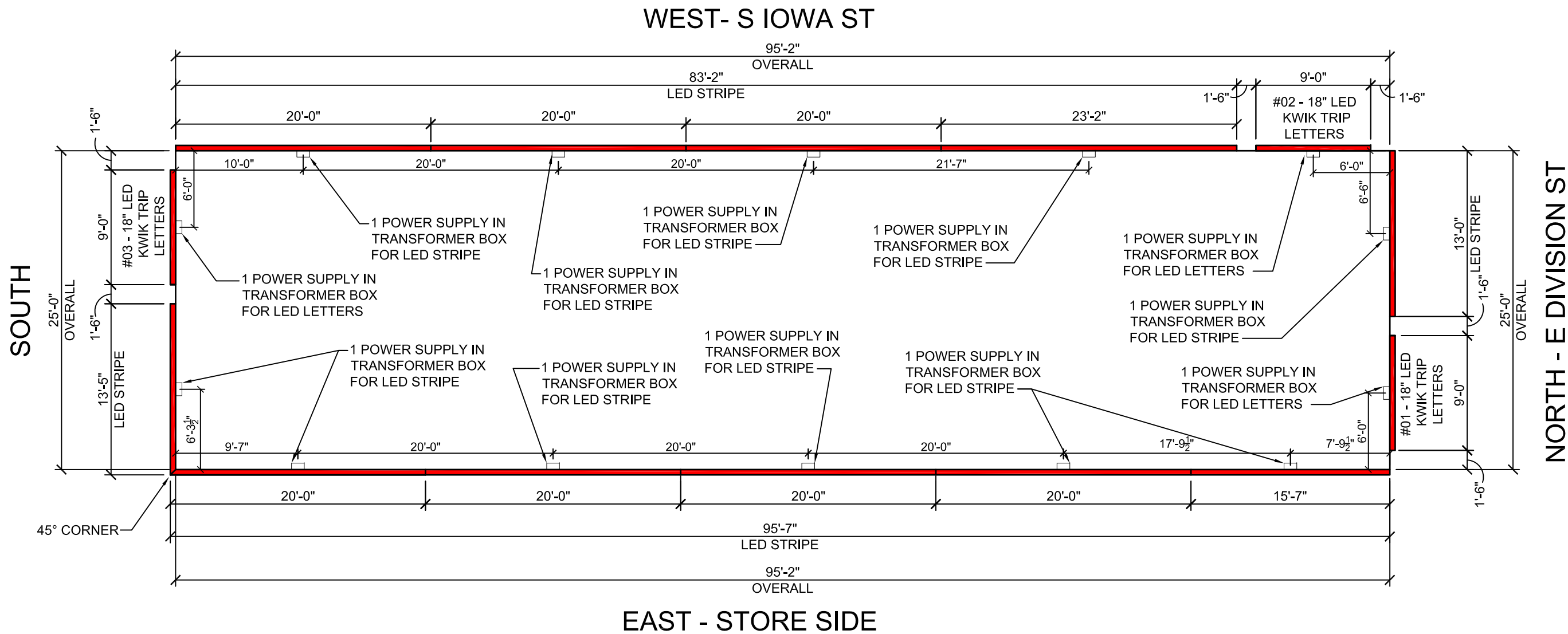
"Restoration" means the process of accurately recovering all or part of the form and detail of a resource and its settings, as it appears at a particular period of time, by means of removal of later work and the replacement of missing earlier work.

"Stabilization" means the process of applying measures designated to halt deterioration and to establish the structural stability of an unsafe or deteriorated resource while maintaining the essential form, as it presently exists, without noticeably changing the exterior appearance of the resource.

25'-0" X 95'-2" GAS CANOPY WITH 36" HIGH FASCIA

POWER SUPPLY INFO:

- * (1) POWER SUPPLY CAN RUN 28'-0" OF LED **OR** (40) LED MODULES MAXIMUM HANLEY LED
- * POWER SUPPLY TO BE CENTERED IN EACH SECTION OF LED STRIPE RUN, CENTER-LOADING LEDS IN EACH RUN
- * POWER SUPPLY DRAWS .8 AMP AT 120V INPUT
- * (14) POWER SUPPLIES REQUIRED TOTAL (AS SHOWN ON PLAN)
- * TOTAL LED STRIPE LENGTH = 205'-2"



KWIK TRIP

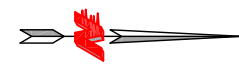
KWIK STAR

KWIK TRIP, Inc.
 P.O. BOX 2107
 1626 OAK STREET
 LA CROSSE, WI 54602-2107
 PH. (608) 781-8988
 FAX (608) 781-8960

CANOPY LAYOUT PLAN
 CONVENIENCE STORE #765
 115 S IOWA ST
 DODGEVILLE, WI

#	DATE	DESCRIPTION

DRAWN BY: KMK
 SCALE: MULTIPLE
 PROJ. NO.: 0001
 DATE: 2023 08 04
 SHEET: GC-1





(3) sets lit, LED 18" channel letters at 13.5 sq ft each = 40.5 sq ft total

8" tall, lit LED canopy stripe: North-

KWIK TRIP #765



South-west corner of the canopy- Existing Signage



South-west corner of the canopy- Proposed Signage



North-east corner of the canopy- Existing Signage

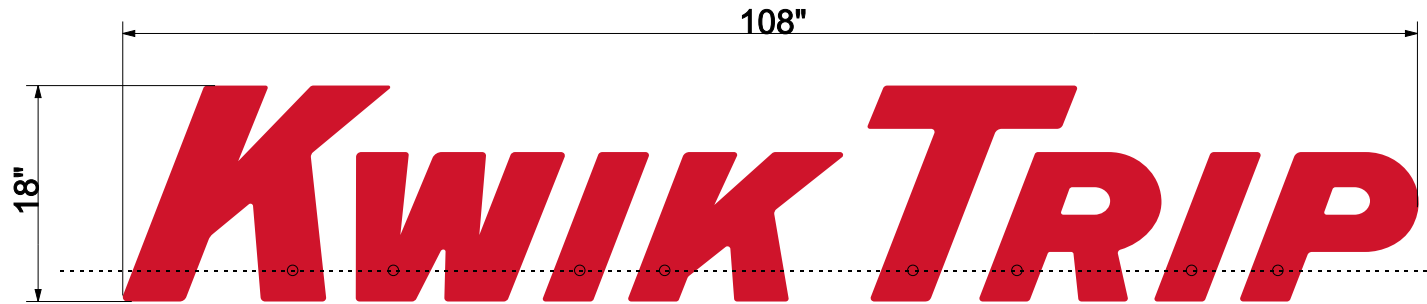


North-east corner of the canopy- proposed signage

LED ILLUMINATED CHANNEL LETTERS

CANOPY

SPECIFICATION NOTES



- QUANTITY**
-1 Complete Set
- FABRICATION**
 -Type: Channel Lock
 -Returns: .040, 5" Deep
 -Return Finish: Pre-finished Red
 -Backs: .050
 -Letter Interior: Pre-finished Semi-gloss White
 -Faces: .177 # 2283 Red Acrylic (oversized for ease of removal & reinstallation)
 -Trim Cap: 1" Red
 -Illumination: Red HanleyLED Phoenix Series PF-3120 (silicone LEDs in place along with VHB tape)
- ELECTRICAL**
 -UL Approved
 -Voltage: 120 volt
 -Power Supplies: Lower voltage LED (mounted in transformer boxes)
 -LED Power Lead's Coiled Outside Letters
 -Connectors: 14" Wall Busters (installed on back of letter, all LED connectors inside letters to use small blue wire nuts or ScotchLock connectors)
 -Whips: 10' Each Letter
- MOUNTING**
 -Wall Mount
 -Remote Power Supplies
 -Supply Mounting Pattern - Heavy Paper

Approved by: _____ Date: _____ Landlord: _____ Date: _____

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lacrossesign.com

PRODUCTION ART

SALES

FILE

COLOR KEY

*COLORS ON SKETCH ARE ONLY A REPRESENTATION. ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER



1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450
 2242 Mustang Way • Madison, WI 53718 • 608-222-5353
 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

Drawing by: Danielle Hadley

Sign Type: Channel Letters

Date Created: 11/18/2019

Last Modified:

Scale:

Job Name: Kwik Trip

Job Address:

Salesperson: Cindy Bluske

Job Number:

Revision Number:

Job File Location:
 S:\1 - Kwik Trip\1-Artwork\
 Specification Drawings\Channel
 Letters\NEW FILES\New 2019\
 18 - Kwik Trip - Fuel Canopy

a ■ Red Acrylic #2283

- b**
- c**
- d**
- e**
- f**